



# Fees and Promoting an Aire

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## Overview

This document aims to give practical advice and offer suggestions for what fees if any to charge for the use of an Aire and what methods can be used for promoting the new Aire.

## What to Charge For

Fees or charges for Aires can be broken down into two areas

- ⦿ Parking
- ⦿ Services

### Parking

Although sites in Europe are often free of charge, this is unlikely to happen in the UK, and motorcaravaners should be prepared to pay. The amount charged will vary, depending on the desirability of the location (e.g. beachside car park), proximity of attraction (local pubs, shops, restaurants etc) or facilities available (e.g. Cassette Disposal Point - CDPs, fresh water etc)

## Services

The key services required for a Motorcaravan are

1. Black water disposal (CDP for toilet waste)
2. Grey water disposal (for washing up/shower water)
3. Clean water supply
4. Rubbish and recycling disposal where possible

Continental sites vary in terms of what facilities are available on their Aires and in the majority of cases the service points are 'pay as you go' for clean water supply with most having free access to black water disposal, so when setting up Aires in the UK its not necessary to have all the facilities on a site.

The success of an Aire will be a combination of its location, its layout/design and the fees that will be charged. The aim is not to just attract UK motorcaravaners but also our continental counterparts therefore pitching the correct fee will be crucial to the long-term success. It is likely that as the number of Aires increases, the prices will find their own level.

Establishments such as farm shops or garden centres may provide free overnight parking in the hope that motorcaravaners will spend money in their businesses.

## How much to Charge

CAMpRA commissioned a survey of its members in 2020 with 8,956 responses from what was then 13,000 members. Charges that the majority of responders supported are based on those experienced whilst touring Europe, where charges are usually only made for fresh water.

CAMpRA recommend that the following charges are used as a base point

- ⦿ Parking only - £5
- ⦿ Fresh water with waste disposal only - £3-5
- ⦿ Parking, fresh water and waste disposal £10

## Financial Benefits to the Local Community

When deciding on charges it is important to understand that correctly balancing the cost of staying at the Aire will have a direct correlation to the amount of income which will be spent in the local area.

Motorcaravaners touring in season and during the peak holiday weeks may budget so £20-35 a night for staying on a site, plus eating out and entertainment funds.

Motorcaravaners who are retired tend to work to a more restricted budget. Spending £10 a night on an Aire may leave them a spend of £25 for the local community. They also tend to tour out of holiday season.

Seasonal changes to fees need to be considered to try and maximise on all year-round touring.

CAMpRA's survey highlighted that the average spend by motorcaravaners is £47 per night and the following table illustrates the possible income that can be achieved based on 4 different types of Aire.

**3 to 5 van capacity scenario**

Free Parking, 52 weeks a year

**Spend in local pub and shop**

@ £47/van (2 persons)

5 vans x 7 nights x 35 weeks

= **£57,575 high season**

3 vans x 5 nights x 17 weeks

= **£11,985 low season****Total to Local Businesses = £69,560 pa**

= potential maximum income

**5 to 10 van capacity scenario****£5 parking for 24 hours**, incl water and waste services, 52 weeks a year

10 vans, nightly x 35 wks = £12,250

5 vans, x 5 nights/wk x 17 wks = £2,125

**Total Parking Revenue = £14,375 pa****Spend in pub, shop, attraction @ £47/van**

10 vans, x 7 nights x 35 wks = £115,150

5 vans, 5 nights/wk, x 17 wks = £19,975

**Total spend locally = £135,125 pa****Total into local economy = £149,500 pa***Spending: £47 is based on the Survey results, Oct '20***10 to 20 van capacity scenario****£10 parking for 24 hours**

incl water, waste services, 52 weeks a year

20 vans, 7 nights, x 35 wks = £49,000

10 vans, 5 nights/wk, x 17 wks = £8,500

**Total Parking Revenue = £57,500 pa****Spend in shop, pub, restaurant,****local attractions @ £47/van**

20 vans, 7 nights, x 35 wks = £230,300

10 vans, 5 nights/wk x 17 wks = £39,950

**Total spend locally = £270,250 pa****Total into local economy = £327,750 pa****15 to 30 van capacity scenario**

(In a large town, with many attractions)

**£15 parking for 24 hours**

(Probably 2 nights' stay)

30 vans, nightly x 35 weeks = £110,250

15 vans, 5 nights/wk x 17 wks = £12,750

**Total Parking Revenue = £123,000 pa****Spend in visitor attractions, pubs,****restaurants... @ £47/van**

30 vans, nightly, x 35 wks = £345,450

15 vans, 5 nights/wk x 17 wks = £59,925

**Total spend locally = £405,375 pa****Total into local economy = £528,375 pa**

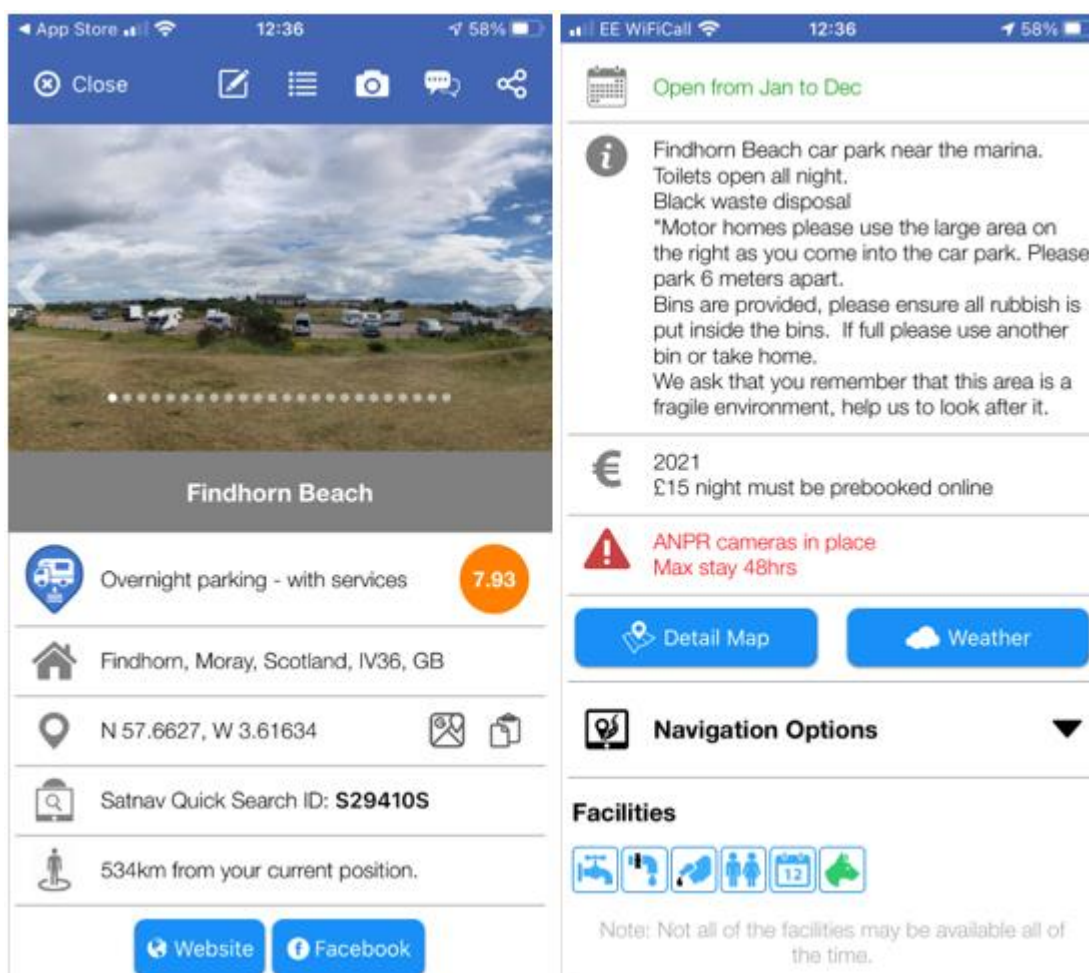
30 campervans and motorhomes, 7 nights a week, 35 weeks a year (high season) = 7,350 in number  
 15 campervans and motorhomes, 5 nights a week, 17 weeks a year (low season) = 1,275. Total = 8,625  
 This figure represents about 2.25% of 386,325 registered motorcaravans, Sept 2020 (DVLA)

**Promoting the Aire**

There are many ways to promote the Aire. However, the owner of the Aire is best placed to list such information as fees and any conditions applicable to the site (e.g., only motorhomes under 7m, narrow entrance etc) and should ensure these are kept up to date.

**App on the Market**

The following are some of the most frequently used apps available on the Apple and Android store by the Motorcaravaning community to tell each other about Aires around the UK and Europe. However CAMpRA are working closely with Searchforsites who have a filter for CAMpRA Accredited Aires.



*Searchforsites – Findhorn Aire*

These Apps are a great way of publicising your Aire and CAMpRA members who have access to such apps will be more than happy to advise on how to set up entries for the Aires. They will also review sites which will increase awareness in the motorcaravanning community.

### Road Signage

All around Europe Aires are known by the following sign. They can even be seen on direction signs to towns (much like the brown tourism signs in the UK) indicating motorcaravans are welcome and that is parking available.

Some consideration should be given to how you wish motorcaravans to arrive at the site especially in areas of narrow access. Sometimes following the SatNav systems are not recommended. Therefore good signage at junctions and directions on the Apps are always a good idea.



## Appendix 1

### Documents in this Series

All these documents can be found on the CAMpRA UK Ltd [Business Hub](#)

Name	Overview
<a href="#">Introduction to Aires</a>	
<a href="#">Aires and Motorcaravans</a>	This document explains what an Aire is, why they are needed, how they are used and what if any benefits there are from them being introduced.
<a href="#">Aires and Tourism</a>	This is a guide to help you understand how Aires can work positively with other tourism sectors such as campsites, bed and breakfast and hotels.
<a href="#">Creating Aires and Service Points</a>	
<a href="#">Steps to Creating an Aire</a>	This document aims to set out the simplified steps for creating an Aire. This document is aimed at Small Businesses and Landowners who wish to create a small Aire.
<a href="#">Designing an Aire</a>	This document aims to give practical advice and offer suggestion for the creation of successful parking spaces for Aires.
<a href="#">Providing a Service Point for Motorcaravans</a>	Service points are very important for responsible and environmentally friendly disposal of waste this document outlines the types of systems used and potential costs for installation and upkeep.
<a href="#">Planning, TRO, Site Licenses and Certificates</a>	This document outlines what may be involved in gaining Planning Permission/licences/certification to open an Aire along with changes that might be required to Traffic Regulation Orders (TRO) for existing car parking areas.
<a href="#">Fees and Promoting an Aire</a>	This document aims to give practical advice and offer suggestions for what fees if any to charge for the use of an Aire and what methods can be used for promoting the new Aire.
<a href="#">Site Notices and Signs</a>	This document suggests what notices and signs may be of use on an Aire.
<a href="#">CAMpRA Accreditation</a>	This document explains what a CAMpRA Accredited Aire is, what this means to the site and how to get Accreditation.

### Recommended Reading in Conjunction with this Document.

Name	Notes
<a href="#">CAMpRA - Strategy for Sustainable Motorcaravan Tourism in the UK</a>	
<a href="#">CAMpRA Fire Safety Report</a>	Commissioned by CAMpRA from and Independent professional Fire Safety Expert.
<a href="#">CAMpRA 2020 Survey</a>	

### Document History

Date	Version	Type	Notes
01/11/2021	1.0	Document Creation	